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Application/Control Number: 09/832,870

Art Unit: 2623

DETAILED ACTION

Continued Examination Under 37 CFR 1.114

1. A request for continued examination under 37 CFR 1.114, including the fee set forth in 37 CFR 1.17(e), was filed in this application after final rejection. Since this application is eligible for continued examination under 37 CFR 1.114, and the fee set forth in 37 CFR 1.17(e) has been timely paid, the finality of the previous Office action has been withdrawn pursuant to 37 CFR 1.114. Applicant's submission filed on 12/27/2006 has been entered.

Remark

2. Claims 1-20 have been previously cancelled, and claims 21-65 are pending for reconsideration.

Allowable Subject Matter

3. Claims 21-65 have been allowed.

Reasons for Allowance

4. The following is an examiner's statement of reasons for allowance:

Regarding claims 21, as well as a television controller with detailed components as cited in claim 40 and a controller for a web TV with detailed structure as in claim 61, the prior arts of record issued to Kikinis, Maa, Hidary, Inoue and Rangan either alone or in combination fails to teach each and every feature of the present invention for a method for displaying visual information, comprising: receiving a digital signal including channel data and product information containing product identifying information and at least one URL; comparing the product identifying information received in the product information with previously stored

Art Unit: 2623

product identifying information; storing the product information including the received product identifying information and the at least one URL only if the received product identifying information does not compare with the previously stored product identifying information; controlling a screen to simultaneously display the channel data and URL, the URL and either an icon image or a still image being displayed in a window in response to activation of a websurfing button; receiving a user-initiated signal indicating selection of the URL; and accessing information from a network address corresponding to the URL, wherein the URL corresponds to a product appearing in the displayed channel data.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Conclusion

5. Any response to this action should be mailed to:

Commissioner of Patents and Trademarks

Washington, D.C. 20231

or faxed to PTO New Central Fax number:

(571) 273-8300, (for Technology Center 2600 only)

Hand deliveries must be made to Customer Service Window, Randolph Building, 401 Dulany Street, Alexandria, VA 22314.

Page 4

Application/Control Number: 09/832,870

Art Unit: 2623

6. Any inquiry concerning this communication or earlier communications from the examiner should be directed to Krista Kieu-Oanh Bui whose telephone number is (571) 272-7291. The examiner can normally be reached on Monday-Friday from 9:30 AM to 7:00 PM.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, John W. Miller, can be reached at (571) 272-7353.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see http://pair-direct.uspto.gov. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free).

Kieu-Oanh Bui Primary Examiner Art Unit 2623

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Sept. 27, 2007